

## STOCK PRICE SURVEY INSTRUCTIONS

WIC drafts are redeemable only for specific kinds of nutritious foods. To ensure that WIC participants receive WIC authorized foods, stores must have required quantities and types of approved WIC foods on shelves and coolers in the customer area of the store. These must be available at the time of application and must be maintained by authorized stores.

The individual completing the Stock Price Survey (Survey) must sign and date the form. If that person is not the owner, manager or other individual who has authorization to sign on behalf of the vendor, then the owner, manager or other individual who has authorization to sign on behalf of the vendor must also sign and date the Survey.

### STOCK INFORMATION

Minimum stock requirements are indicated for each food group listed on the Survey (for example: CEREAL - Required Stock: Six different cereals, minimum 4 boxes each). Review this information very carefully. In addition, please see the **2002-2004 WIC Approved Foods** list for additional information about approved foods before completing the survey. If your Survey does not indicate that your store meets WIC requirements, your application will be returned to you as incomplete.

If, on the date the Survey is completed, a particular item in the container size listed is not on the shelf or in the cooler in the customer area of the store, **leave the line blank**. For example, if you have on your shelf General Mills' Wheaties in the 18 oz. size, and not the 12 oz. size, indicate the price for the 18 oz. size only, even if the store usually stocks the 12 oz. size.

### PRICE INFORMATION

The prices reflected on your Survey must represent the **normal, non-sale** shelf prices of merchandise on the date the application is completed. Prices must be marked either on the container or on the shelf or cooler where the item is located in the customer area of the store.

**NOTE:** Include only the foods listed on the 2002-2004 WIC Approved Foods list on your Survey.  
Do not write in shaded areas of the Survey.

Enter the price of the most and least expensive brand for the following items. If you only stock one brand, list it under the "most expensive" brand.

- cheese –with **price per pound**
- juice - for types where all brands are approved
- lactose-reduced milk – for each size in stock
- milk – for both gallons and quarts
- peanut butter - for 18 oz. size

Brand names must be indicated for store brand cereal only. For dried beans, peas, and lentils, list the **type** (for example: lima, kidney) and **not** the brand name.

### EXAMPLE OF A COMPLETED STORE BRAND CEREAL SECTION OF STOCK PRICE SURVEY

CEREAL – Required Stock: Six different cereals, minimum 4 boxes of each, hot or cold.							
STORE BRANDS (see food list for brands authorized)	BRAND	SIZE	PRICE	BRAND	SIZE	PRICE	OFFICE USE
Corn Flakes (plain)	<i>Price Saver</i>	<i>18 oz.</i>	<i>\$1.27</i>	<i>Hy-Top</i>	<i>18 oz.</i>	<i>\$1.59</i>	
Crisp(y) Rice (plain)	<i>IGA</i>	<i>13 oz.</i>	<i>\$1.99</i>	<i>Shurfine</i>	<i>15 oz.</i>	<i>\$2.19</i>	
Frosted Shredded Wheat Bite Size	<i>Hospitality</i>	<i>20 oz.</i>	<i>\$2.35</i>	<i>Flavorite</i>	<i>19 oz.</i>	<i>\$2.15</i>	
Instant Oatmeal (regular flavor in packets)	<i>Ralston</i>	<i>12 oz.</i>	<i>\$1.39</i>	<i>Roundy's</i>	<i>12 oz.</i>	<i>\$1.39</i>	
Toasted Oats /Tasteeos/Tasty Os (plain)	<i>Our Family</i>	<i>18 oz.</i>	<i>\$2.09</i>	<i>Parade</i>	<i>15 oz.</i>	<i>\$1.89</i>	

**DEPARTMENT OF HEALTH & FAMILY SERVICES**

Division of Public Health

DPH 4621 (Rev. 05/02)

**STOCK PRICE SURVEY**

Instructions for completion of this form are separate

**STATE OF WISCONSIN**

Admin. Code HFS Sections 149.03 (3)(8)

149.04 (5)(b) &amp; 149.06(2)13

Completion of this form is required for authorization as a WIC vendor pursuant to Administrative Code HFS Chapter 149. Failure to complete this form will result in denial of your application for vendor authorization or vendor disqualification.

Shaded area for project use only.

**CEREAL - Required Stock:** Six different cereals, minimum 4 boxes of each; hot or cold.

BRAND	UPC CODE	SIZE	PRICE	UPC CODE	SIZE	PRICE	PROJECT USE
<b>GENERAL MILLS</b>							
Corn Chex	16000 86080	12oz.		16000 86090	17.5oz.		
Cheerios (plain)	16000 66510	10oz.		16000 66610	15oz.		
	16000 66660	20oz.					
Kix (plain)	16000 66310	9oz.		16000 66370	13oz.		
Multi Grain Cheerios	16000 68780	11.25oz.		16000 68790	16oz.		
Multi-Bran Chex	16000 86030	16oz.					
Rice Chex	16000 86060	12oz.		16000 86070	17.5oz.		
Total Corn Flakes	16000 65960	10oz.					
Wheat Chex	16000 86040	16oz.		16000 86050	23.5oz.		
Wheaties (plain)	16000 66110	12oz.		16000 66210	18oz.		
	16000 66260	24oz.					
Whole Grain Total	16000 65850	12oz.		16000 65890	18oz.		
<b>KELLOGG'S</b>							
Complete Oat Bran Flakes	38000 12121 0	14.8oz.					
Complete Wheat Bran Flakes	38000 00640 1	12oz.		38000 00600 5	17.3oz.		
Corn Flakes (plain)	381100 9	12oz.		381200 8	18oz.		
	38000 00127 7	24oz.		38000 48280 9	36oz.		
Crispix	38000 03530 2	12oz.		38000 03510 4	17.9oz.		
Mini-Wheats Frosted Bite Size	38000 04900 2	19oz.		38000 04920 0	24.3oz.		
Mini-Wheats Frosted Original	38000 02720 7	16oz.		38000 02727 8	20.4oz.		
Mini-Wheats Raisin	38000 03700 9	16.5oz.					
Mini-Wheats Strawberry	38000 02400 9	16.5oz.					
Special K (plain)	38000 01611 0	12oz.		38000 01621 9	18oz.		
<b>LITTLE CROW</b>							
CoCo Wheats	11126 00328	28oz.					
<b>MALT-O-MEAL</b>							
Frosted Mini Spooners (bag)	42400 02554	18oz.		42400 02563	28.5oz.		
	42400 92501	36oz.					
Malt-O-Meal Chocolate	42400 00136	28oz.					
Malt-O-Meal Original (plain)	42400 00120	14 oz.		42400 00105	28oz.		
<b>NABISCO</b>							
Cream of Wheat (plain – all types)	13130 xxxxx	14oz.		13130 xxxxx	28oz.		
<b>POST</b>							
Banana Nut Crunch	43000 11650	15.5oz.					
Bran Flakes (plain)	43000 11313	16oz.					
Grape Nuts (plain)	43000 10510	16oz.		43000 10521	24oz.		

**CEREAL – cont'd. – Required Stock:** (Refer to cereal requirements on page 1)

BRAND	UPC CODE	SIZE	PRICE	UPC CODE	SIZE	PRICE	PROJECT USE
Grape Nuts (plain)	43000 10540	32oz.					
Grape Nuts Flakes	43000 10934	14oz.		43000 10910	18oz.		
Honey Bunches of Oats Honey Roasted	43000 11230	16oz.					
Honey Bunches of Oats with Almonds	43000 11240	16oz.					

**FARINA MILLS**

Farina Creamy Hot Wheat Cereal	18000 630806	14oz.		18000 63070 7	28oz.		
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**QUAKER**

Instant Oatmeal (plain in packets)	30000 01210	11.8oz.					
Instant Grits (original and all flavors in packets)	30000 xxxxx	12oz.					
Life (plain)	30000 06340	15oz.		30000 06110	21oz.		
Quaker Squares (plain)	30000 06430	16oz.		30000 06400	24oz.		

**STORE BRANDS**

(see food list for brands authorized)

BRAND	SIZE	PRICE	BRAND	SIZE	PRICE	
Corn Flakes (plain)						
Crisp(y) Rice (plain)						
Frosted Shredded Wheat Bite Size						
Instant Oatmeal (regular flavor in packets)						
Toasted Oats /Tasteos/Tasty Os (plain)						

**CHEESE** Blocks. **Required stock:** Minimum four pounds, two blocks each of two different cheeses.**MILK: Required Stock:** Minimum 20 gallons (white)

TYPE	Most Expensive Price Per Pound	Least Expensive Price Per Pound	TYPE	GALLON PRICE		QUART PRICE		PROJECT USE
American (blocks, sliced but not individually wrapped)	/ Lb.	/ Lb.		Most Expensive	Least Expensive	Most Expensive	Least Expensive	
Brick	/ Lb.	/ Lb.	Fat Free					
Cheddar	/ Lb.	/ Lb.	Low Fat					
Cheese Curds	/ Lb.	/ Lb.	Reduced Fat					
Colby	/ Lb.	/ Lb.	Whole					
Mixtures of Cheese	/ Lb.	/ Lb.	<b>LACTOSE-REDUCED/FREE MILK</b> (Not required stock) (All Types Approved)					
Monterey Jack	/ Lb.	/ Lb.	BRAND	SIZE	Most Expensive	Least Expensive		PROJECT USE
Mozzarella	/ Lb.	/ Lb.	Dean's Dairy Ease					
Muenster	/ Lb.	/ Lb.	Dean's Easy					
Provolone	/ Lb.	/ Lb.	Kemp's New Era					
String Cheese (not individually wrapped)	/ Lb.	/ Lb.	Kemp's Dairy Good					
Swiss / Baby Swiss	/ Lb.	/ Lb.	Lactaid					

<b>EGGS: Required Stock:</b> Minimum 8 one-dozen cartons; white, brown; any grade, any size	<b>DRIED PEAS, BEANS, AND LENTILS:</b> All types, mixed, bulk. <b>Required stock:</b> Four pounds, two pounds of two different peas, beans or lentils.
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SIZE	PRICE PER ONE DOZEN CARTON		PROJECT USE	NAME OF BEAN OR PEA (For Example Pinto, Lentil)	PRICE PER POUND		PROJECT USE
	Most Expensive	Least Expensive			Most Expensive	Least Expensive	
Extra Large					\$ / Lb.	\$ / Lb.	
Jumbo					\$ / Lb.	\$ / Lb.	
Large							
Medium							

**JUICE:** 100% pure juice, unsweetened; pulp and pulp-free. **Required stock:** Minimum 28 containers; one type of frozen concentrate (11.5 - 12 oz.) and one type of either the 46 oz. can or 46 oz. plastic container.

#### FROZEN CONCENTRATE JUICE (11.5 - 12 OZ.)

TYPE	BRAND NAME	UPC CODE	PRICE	PROJECT USE	TYPE	BRAND NAME	UPC CODE	PRICE
All Flavors	Dole 100% Least Expensive	48500 xxxxx			Apple	Flavorite	41130 00460	
	Dole 100% Most Expensive	48500 xxxxx				IGA	41270 06573	
	Old Orchard 100% Least Expensive	75355 xxxxx				Roundy's	11150 54113	
	Old Orchard 100% Most Expensive	75355 xxxxx				Shurfine	11161 10038	
	Seneca 100% Least Expensive	37100 xxxxx				Tree Top	28700 10943	
	Seneca 100% Most Expensive	37100 xxxxx				Vita Gold	70859 38005	
	Welch's 100% (yellow tear strip) Least Expensive	41800 xxxxx			Grapefruit (pink, white or red)	Least Expensive Brand		
	Welch's 100% (yellow tear strip) Most Expensive	41800 xxxxx			Grapefruit (pink, white or red)	Most Expensive Brand		
Apple	Best Yet	42187 20112			Orange	Least Expensive Brand		
	Food Club	36800 11181			Orange	Most Expensive Brand		

#### CAN OR PLASTIC (46 OZ.)

TYPE	BRAND NAME	UPC CODE	PRICE	PROJECT USE	TYPE	BRAND NAME	UPC CODE	PRICE
All Flavors	Juicy Juice (can)	28000 xxxxx			Apple	Shurfine	11161 11243	
	Juicy Juice (plastic)	28000 xxxxx				Speas Farm	760231 12040	
	Northland Cranberry (all flavors)	53792 xxxxx				Tree Top (can)	28700 00027	
Apple	Indian Summer	41760 003931				Tree Top (plastic)	28700 10942	
	IGA	41270 88264			Grape	Welch's Purple (can)	41800 20500	
	Musselman's (can)	37323 13324				Welch's Purple (plastic)	41800 21800	
	Musselman's (plastic)	37323 12043				Welch's White (can)	41800 22800	
	Parade	50700 28056				Welch's White (plastic)	41800 22000	
	Food Club	36800 13912			Grapefruit (pink, white or red)	Least Expensive Brand		

**Juice – cont'd. – Required Stock:** (Refer to juice requirements on page 3)

TYPE	BRAND NAME	UPC CODE	PRICE	PROJECT USE	TYPE	BRAND NAME	UPC CODE	PRICE
Grapefruit (pink, white or red)	Most Expensive Brand				Pineapple	Dole	38900 0818	
Orange	Least Expensive Brand				Tomato	Del Monte	24000 01369	
Orange	Most Expensive Brand					Red Gold	72940 11346	
Orange-Grapefruit	Least Expensive Brand				Vegetable	Campbell's V-8 (plain - plastic)	51000 00803	
Orange-Grapefruit	Most Expensive Brand					Campbell's V-8 (plain - can)	51000 00336	
Pineapple	Del Monte	24000 01253				Red Gold	72940 14346	

**PEANUT BUTTER: Required Stock:** Minimum four 18 oz. jars; any brand; creamy, crunchy, extra-crunchy, natural or old fashioned, low-sodium/salt, reduced/no sugar.

MOST EXPENSIVE 18 OZ.				LEAST EXPENSIVE 18 OZ.				PROJECT USE
\$				\$				
<b>INFANT CEREAL: Required stock:</b> 6 eight-ounce boxes; two types.				<b>INFANT FORMULA: Required stock:</b> Iron fortified; 62 cans 13 oz. Similac liquid concentrate; OR 18 cans 14.1 oz. Similac powder; OR 31 cans 13 oz. Similac liquid concentrate AND 9 cans 14.1 oz. Similac powder.				

TYPE	SIZE	PRICE	SIZE	PRICE	PROJECT USE	TYPE	UPC CODE	PRICE/CAN	PROJECT USE
Barley	8 oz.		16 oz.			Similac with Iron (13 oz. liquid concentrate)	70074 40414		
Oatmeal	8 oz.		16 oz.			Isomil (13 oz. liquid concentrate)	70074 42110		
Mixed	8 oz.		16 oz.			Similac with Iron (14.1 oz. powder)	70074 52277		
Rice	8 oz.		16 oz.			Isomil (14 oz. Powder)	70074 20107		

## AFFIDAVIT OF APPLICANT

I hereby indicate that the above prices represent the NORMAL, non-sale price of merchandise as of this date, as marked by stamp, tag, label, or sign, either affixed to the items or located at the point where the merchandise is offered for purchase and that these items are, on this date, on the shelf or in the cooler in the customer area of the store.

Store Name	Vendor Number
Type / print name of individual completing this survey	Title
<b>SIGNATURE</b> – Individual Completing Survey	Date Signed

**NOTE:** If the individual completing this Survey is not the owner, store manager or other individual who has authorization to sign on behalf of the vendor, then the owner, manager or other individual who has authorization to sign on behalf of the vendor must complete the information below

Type / print name of owner or store manager	Title
<b>SIGNATURE</b> – Owner, Store Manager or Other Individual who has authorization to sign on behalf of vendor	Date Signed